

## ORDER



**Orders**  
**Order / Rev:** 710510  
**Alt Order #:** 06300538  
**Product Desc:** NRCC IE  
**Estimate:** 3094  
**Flight Dates:** 09/21/12 - 09/27/12  
**Original Date / Rev:** 08/29/12 / 08/29/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** PL-State/Local,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/27/12	30	\$46,100.00	\$39,185.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$46,100.00	\$39,185.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$46,100.00</b>	<b>\$39,185.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$46,100.00
Market	100%	\$200,434.78

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	6%	\$12,026.09
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	17%	\$34,073.91
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$102,221.74
WFTC	3%	\$6,013.04

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/21/12	09/21/12	M-F 10-1035p KARE News 10p	CM	10-1035P	----F--	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$2,750.00		0.00			
E 2	KARE	09/21/12	09/21/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		TONITE SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$800.00		0.00			
E 3	KARE	09/21/12	09/21/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$900.00		0.00			
E 4	KARE	09/21/12	09/21/12	NBC Nightly News NBC Nightly News	CM	530-6P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		NBC NITELY NWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$3,000.00		0.00			
E 5	KARE	09/21/12	09/21/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		KARE11-SUNRS@6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$850.00		0.00			
E 6	KARE	09/24/12	09/24/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$2,750.00		0.00			
E 7	KARE	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		TONITE SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$800.00		0.00			
E 8	KARE	09/24/12	09/24/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$900.00		0.00			
E 9	KARE	09/24/12	09/24/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		KARE11-SUNRS@6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$850.00		0.00			
E 10	KARE	09/22/12	09/22/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		SAT NITE LIVE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$1,500.00		0.00			
E 11	KARE	09/22/12	09/22/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		KARE11NWS-5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$800.00		0.00			
E 12	KARE	09/22/12	09/22/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		KARE11NWS-6 SA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$1,000.00		0.00			
E 13	KARE	09/22/12	09/22/12		CM	630pm-7pm	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 630-7p MN Bound											
				MINN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$850.00		0.00			
E 14	KARE	09/22/12	09/22/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				KARE11 NWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$750.00		0.00			
E 15	KARE	09/23/12	09/23/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
				KARE11NWS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,100.00		0.00			
E 16	KARE	09/23/12	09/23/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				NBC SUN-FTBL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$8,000.00		0.00			
E 17	KARE	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$350.00		0.00			
E 18	KARE	09/27/12	09/27/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				TONITE SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$800.00		0.00			
E 19	KARE	09/27/12	09/27/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$900.00		0.00			
E 20	KARE	09/27/12	09/27/12	NBC Nightly News NBC Nightly News	CM	530-6P	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$3,000.00		0.00			
E 21	KARE	09/27/12	09/27/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE11-SUNRS@6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$850.00		0.00			
E 22	KARE	09/25/12	09/25/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				TONITE SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$800.00		0.00			
E 23	KARE	09/25/12	09/25/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$900.00		0.00			
E 24	KARE	09/25/12	09/25/12	NBC Nightly News NBC Nightly News	CM	530-6P	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				NBC NITELY NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$3,000.00		0.00			
E 25	KARE	09/25/12	09/25/12		CM	6-7a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a											
				KARE 11 Sunrise M-F											
				KARE11-SUNRS@6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$850.00		0.00			
E 26	KARE	09/26/12	09/26/12	M-F 10-1035p	CM	10-1035P	--W----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
				KARE News 10p											
				KARE11NWS-10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$2,750.00		0.00			
E 27	KARE	09/26/12	09/26/12	Tonight Show	CM	1035pm-1135pm	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Tonight Show											
				TONITE SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$800.00		0.00			
E 28	KARE	09/26/12	09/26/12	M-F 430-5p	CM	430-5P	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$900.00		0.00			
E 29	KARE	09/26/12	09/26/12	M-F 6-7a	CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				KARE 11 Sunrise M-F											
				KARE11-SUNRS@6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$850.00		0.00			
E 30	KARE	09/26/12	09/26/12	Wed Prime	CM	8-9P	--W----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
				LAW ORDER:SVU		(8:00 PM-9:00 PM)									
				L&O:SVU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$1,750.00		0.00			
													Totals	30	\$46,100.00